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ABSTRACT

This article presents a list of 16 topics which can form the backbone of a curriculum for a college level course in the use of instructional television (ITV). They were selected from a unit of ITV which is part of an educational course taught in the College of Education of the University of Texas at Austin. (Author)

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A CURRICULUM FOR THE TEACHING OF INSTRUCTIONAL TELEVISION

by

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Instructional television (ITV), while acknowledged as having great potential in promoting student growth, has not always been systematically integrated into the elementary and secondary school curricula. Part of the reason for this may lie in the manner in which the utilization of ITV is taught.

Utilization of instructional television is rarely taught as a course during the cycle of teacher preparation in colleges of education. Generally, a teacher's first contact with ITV is during in-service workshops sponsored by the local ITV station. Thus, when the teacher finally comes in contact with instructional television, the concept of ITV has the appearance of an afterthought and may in fact be used as such. This need not always be the case.

The following is a list of topics which can form the backbone of a curriculum for a college level course in the use of instructional television. Most of the topics were selected from a unit on instructional television which is part of a course in educational media that I teach in the College of Education at the University of Texas at Austin. Other topics (the ones which are starred *) are concepts I would include if I were to teach an entire course devoted to instructional television.

There is a philosophy behind the various topics included in the list. I believe that to be able to effectively utilize and evaluate instructional television, a teacher should be able to produce, at least on a limited basis, his or her own ITV programs. This concept corresponds to the idea that a teacher using a textbook or novel is also a person capable of writing materials suited to the needs of the students being taught.

I have found teaching the topics enjoyable and the students of education very receptive to the use of instructional television. I hope the list will prove to be of equal value to others.

LIST OF TOPICS FOR A COURSE IN INSTRUCTIONAL TELEVISION

1. Topic: History of Educational Radio and Television

   Rationale: Students should be aware that the concept of using ITV is not a new idea. ITV has a long history which shows it to be effective in a variety of settings.

2. Topic: A Sample of Current ITV Programs

   Rationale: Students should be aware of the variety and quality of instructional programming currently available. This will better enable them to conceptualize the use of instructional television.

3. Topic: Utilization of ITV

   Rationale: The students should be aware of the fact that prior research has indicated utilization procedures which maximize the effectiveness of ITV.

4. Topic: Visit by a Representative of

a Local ITV Station

Rationale: A close working relationship between the ITV stations and the future teachers should be encouraged in order to facilitate communication between users and broadcasters.

5. Topic: Tour of Production Facilities

Rationale: The students should be aware of the problems and advantages that professional level producers have. In addition, a visit to a TV studio contributes to the demystification of the medium.

6. Topic: Evaluation

Rationale: Students preparing to be teachers should be able to systematically evaluate ITV programs. This will enable them to select programs which will be effective in meeting the needs of students whom they,in turn,will teach.

7. Topic: International Uses of ITV

Rationale: The students' perspectives should be broadened so that they are aware of the ways other countries have effectively and ineffectively used ITV. We can learn from the achievements and failures of others.

8. Topic: Possible Systemic Changes Involved With ITV Use*

Rationale: The introduction of a new medium into a system involves some change on the part of the system involved. To increase the future receptivity to change on the part of schools with regard to ITV, students preparing to be teachers should be made aware of viable alternative systems utilizing instructional television.

9. Topic: Field Observation*

Rationale: Students should be aware of how ITV is being used in the classroom on a day to day basis. Both good and bad examples of ITV usage should be observed.

10. Topic: Scriptwriting

Rationale: Students should be taught the principles of script writing in order to be able to produce original scripts without repeating the history of early attempts at instructional scriptwriting. This will also enable students to recognize professional level productions which reinvent the wheel.

11. Topic: Camera Usage

Rationale: Scriptwriting for television is in reality an interplay between the variety of camera shots available and the verbal. The students should be taught how to effectively integrate the two. This will enable them to produce ITV programs which are effective in instructional terms and which also maintain interest on the part of the target audience. In addition, this knowledge will help enable the students to identify the elements in professional level

shows which either add to or detract from the show's effectiveness.

12. Topic: Music for ITV Productions

Rationale: Music forms an integral part of the script. In order to be able to produce and evaluate ITV programs the students should be able to identify the various uses of music in television.

13. Topic: Graphics

Rationale: The visual is of prime importance in ITV. In order to produce and/or evaluate ITV the students should be able to recognize and utilize the elements of professional level graphics.

14. Topic: Student Production of ITV

Rationale: In order to bring together what has been learned in previous sessions the students should produce a short ITV program using inexpensive portable video equipment.

15. Topic: Presentation of Projects

Rationale: The students should receive feedback from their classmates on completed ITV projects.

16. Topic: Practice Teaching with ITV*

Rationale: Use of ITV while practice teaching emphasizes the idea that ITV can be an integral part of the teaching process, which promotes student growth